

The TEN COMMANDMENTS of GOOD BUSINESS



A customer is the most important person in any business.

A customer is not dependent on us—we are dependent on him.

A customer is not an interruption of our work—
he is the purpose of it.

A customer does us a favor when he calls—we are not doing
him a favor by serving him.

A customer is part of our business—not an outsider.

A customer is not a cold statistic—he is a flesh-and-blood human
being with feelings and emotions like our own.

A customer is not someone to argue or match wits with.

A customer is a person who brings us his wants—
it is our job to fill those wants.

A customer is deserving of the most courteous and attentive
treatment we can give him.

A customer is the life-blood of this and every other business.